



Congratulations again to our two finalists. We want to express our appreciation to your commitment to the exciting process for Visit Billings. Outlined below are the details of the Final Presentations including date, timeframes, and questions.

#### Finalist Presentations

March 1<sup>st</sup>, 2018

9:00 a.m. to 12:00 p.m. MST

Billings Chamber of Commerce

815 South 27<sup>th</sup> Street

Billings, MT 59101

#### Meeting Agenda

Each offeror will be allotted one hour to present to the selection committee. The committee is requesting that the presentation, which includes answering the questions on page two of this document, last no longer than 45 minutes to allow 15 minutes of question and answer time. The presentations will take place in the boardroom at the Billings Chamber of Commerce which is equipped with projector, speakers, etc. to allow full multimedia presentations. Presenter devices can be connected to the projector and speakers via an HDMI input.

This is a public meeting and will be recorded as such.

9:00 a.m. to 10:00 a.m. – AD Creative Group presents.

10:00 a.m. to 11:00 a.m. – BCF Agency presents.

11:00 a.m. to 12:00 p.m. – Evaluation Committee deliberation.

\*Scoresheet will be posted by Friday, February 23<sup>rd</sup>, 2018.

## Final Presentation Questions

1. Imagine the Visit Billings Board of Directors and team have decided to move forward with a clean slate of marketing ideals and strategies. Only retaining the destination brand of Billings, Montana's Trailhead, what is your first national leisure strategy or campaign for Visit Billings?
2. We are gearing up for our FY18 peak season (April-September), which includes a national campaign to increase leisure visitation. What does that look like to you and why?
3. If you could change one aspect of current marketing initiatives you have seen displayed for Visit Billings, what would that be?
4. Mid-way through a current campaign, the creative strategies are not performing as projected, how do you determine if and when to make mid-campaign adjustments?
5. What do you think is Billings most under promoted tourism attraction or offering?
6. In general, Montana is a competitive tourist destination on international, national and regional levels. How would you leverage partnerships to increase the destination's competitive edge?
7. Why do you see value in representing Visit Billings? What excites you about being part of Visit Billings as a destination marketing and management organization?
8. What else should we know about you and the agency you represent?